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# Virginia Statewide Issue Benchmark

Key findings from a survey of 600 likely voters in Virginia, with 180 cell phone-only respondents, conducted December 3-4, 2012.

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Project #122247



# Methodology

**Public Opinion Strategies is pleased to present the key findings of a telephone survey conducted in Virginia. The survey was completed December 3-4, 2012, among 600 likely voters, including 180 cell phone-only respondents, and has a margin of error of ±4.0%.**

**Glen Bolger was the principal researcher on this project. Jim Hobart was the project director, and Kyle Clark provided analytical support.**



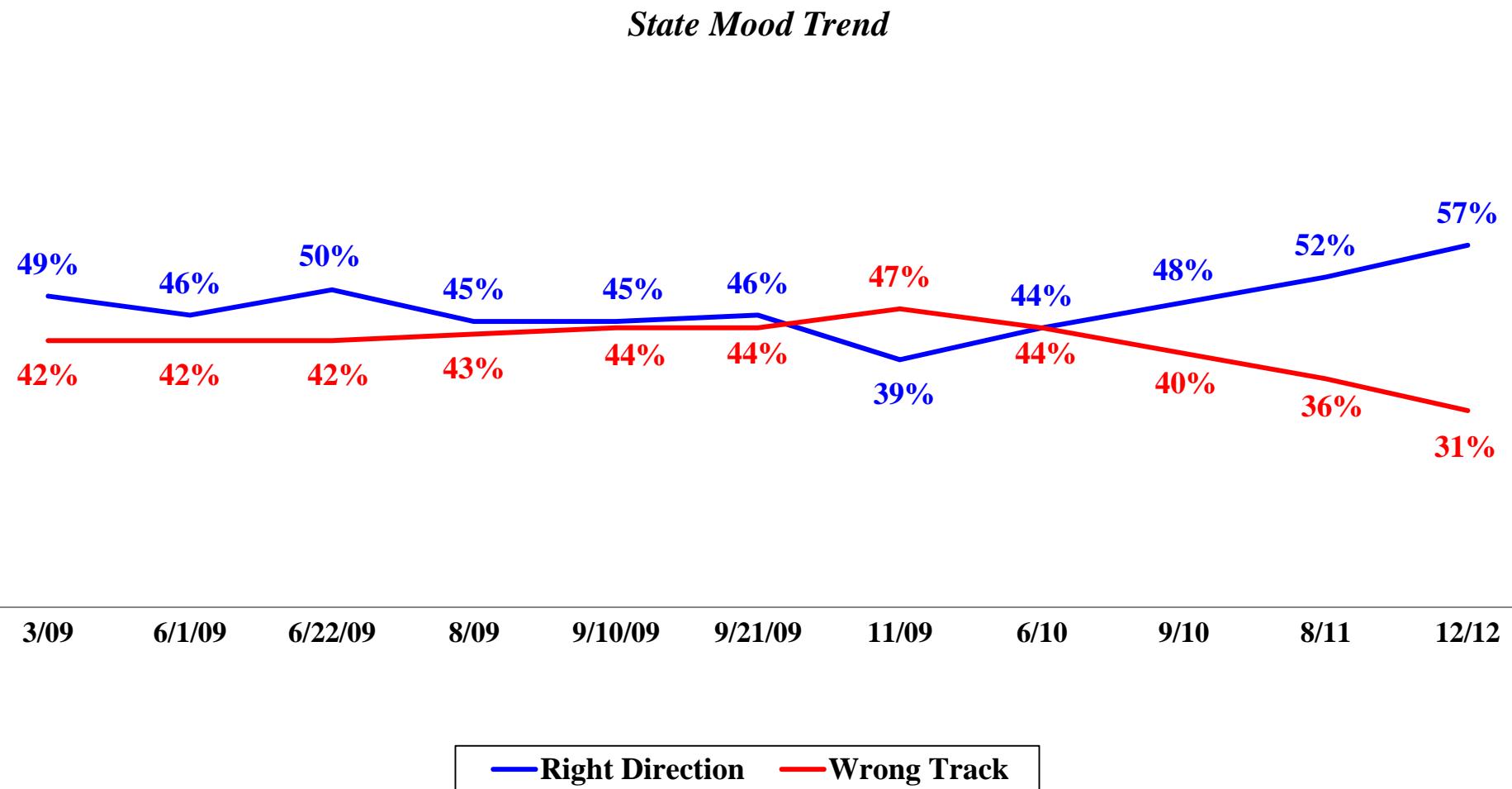
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# Political Environment

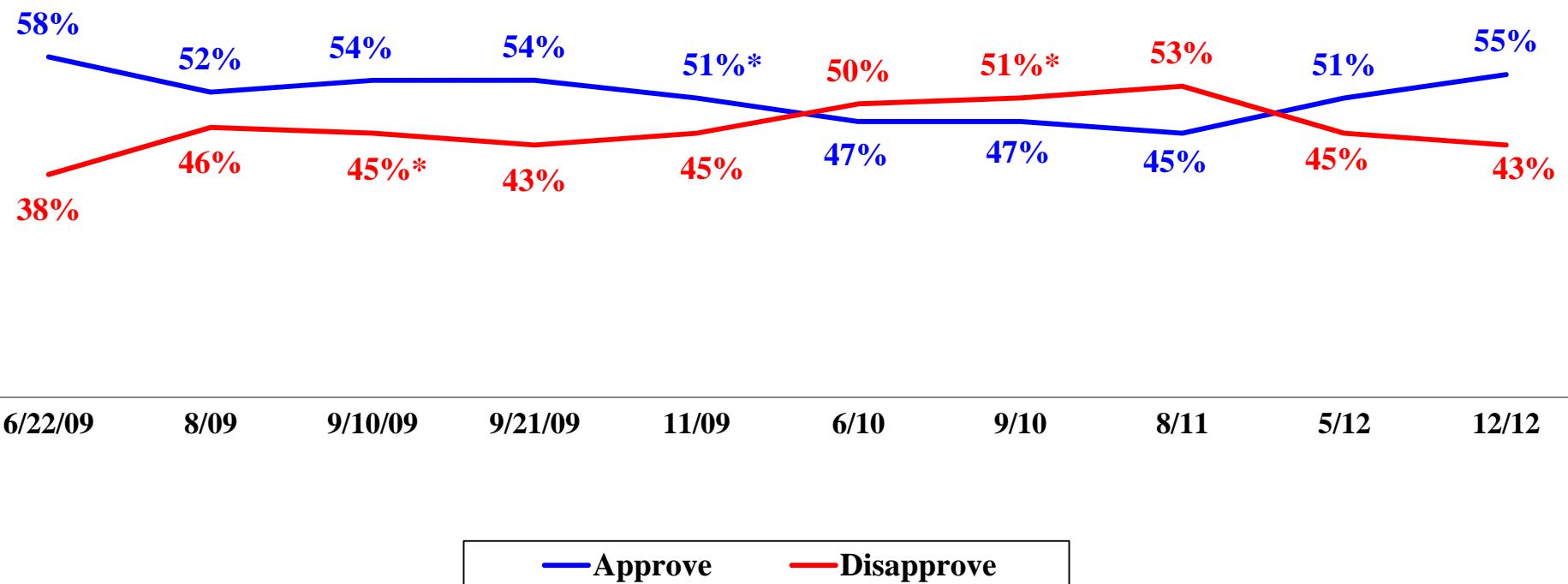
# The mood of Virginia voters has improved a net ten points over the past year.



# A solid majority of Virginians now approve of President Obama's job performance.

*Obama Approval Trend*

Strongly Approve:	36%
Strongly Disapprove:	36%



\*Denotes Rounding



# Governor McDonnell

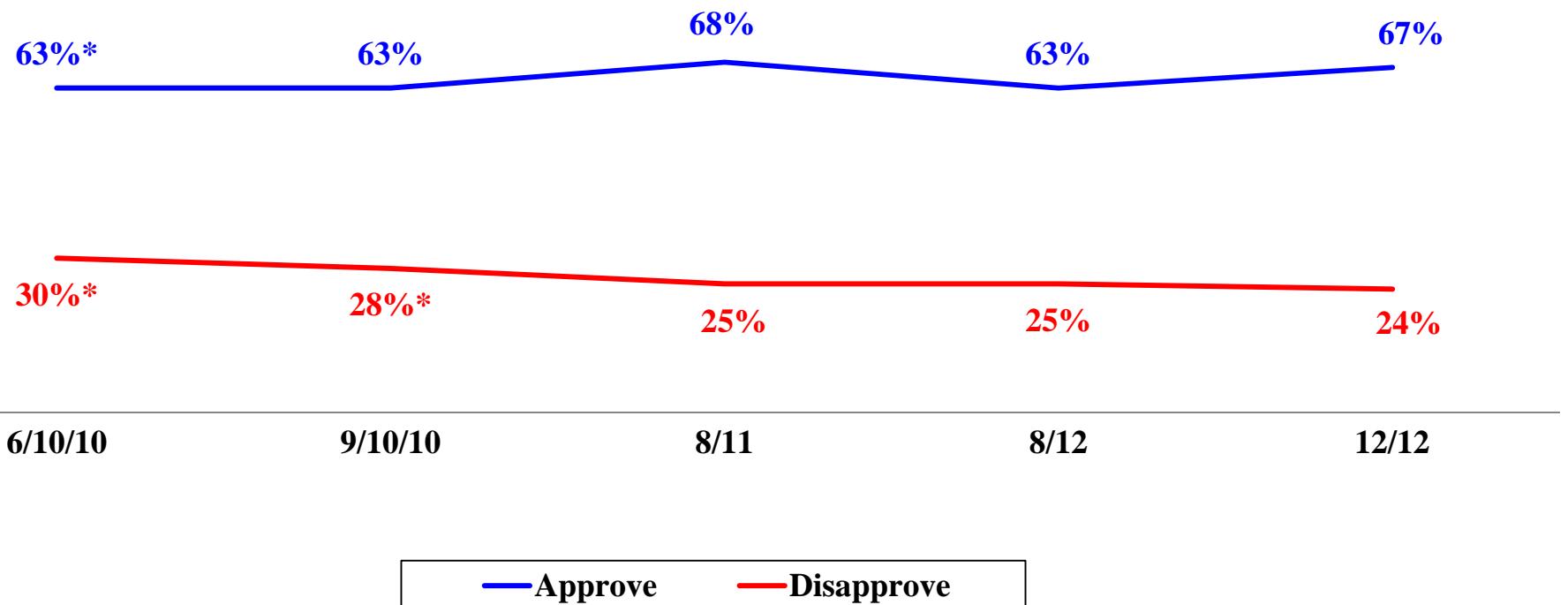


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# Governor McDonnell's job approval remains sky-high.

*McDonnell Approval Trend*

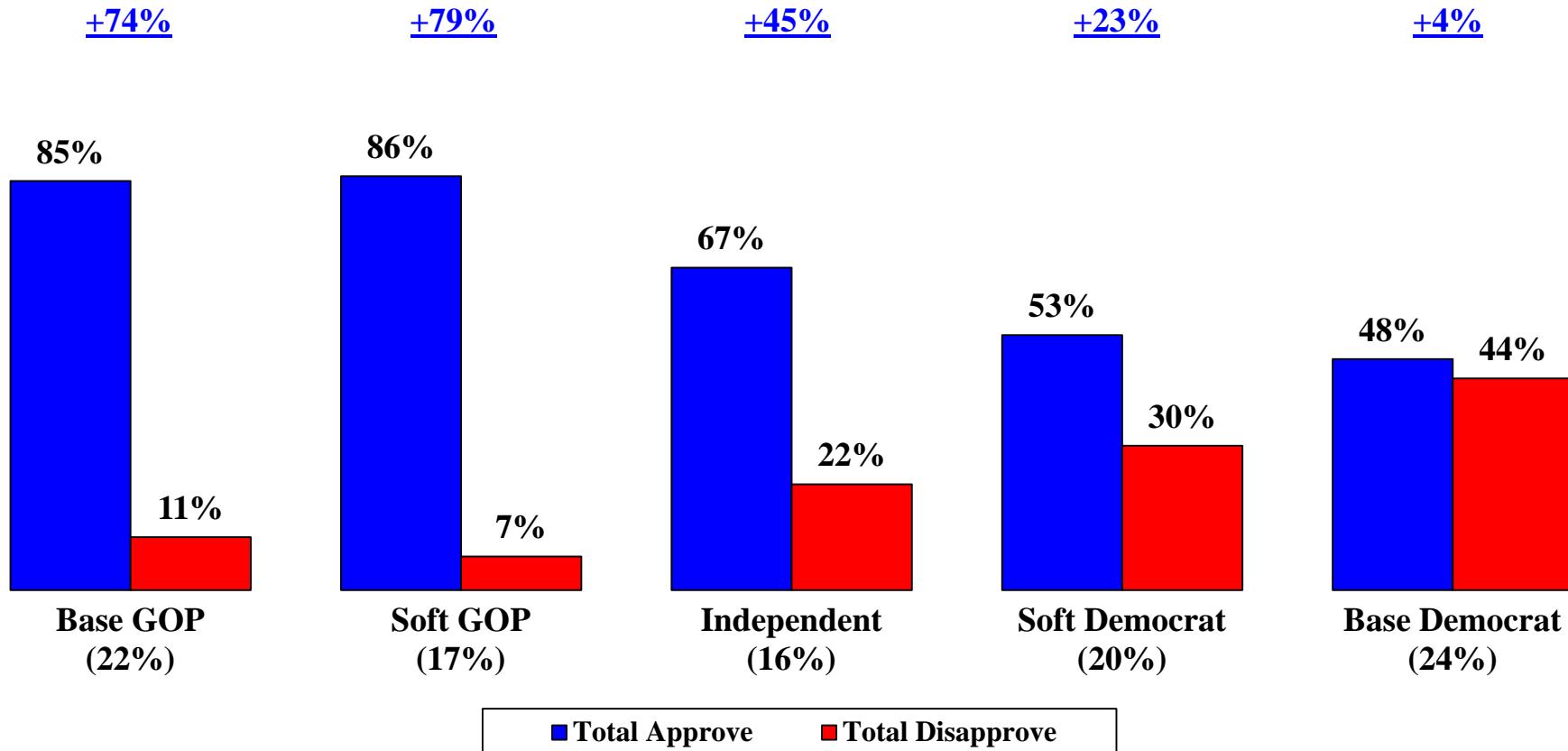
Strongly Approve: 23%  
Strongly Disapprove: 9%



\*Denotes Rounding

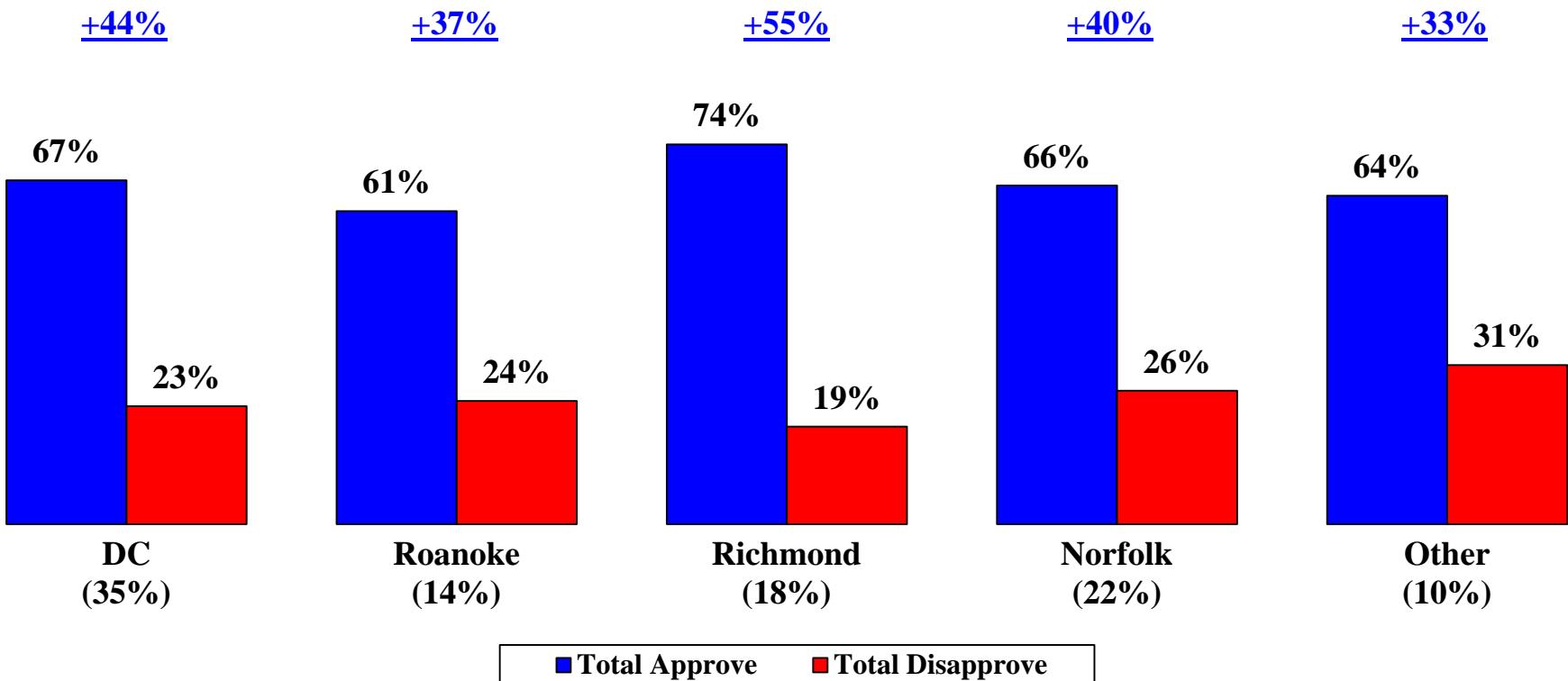
# McDonnell earns solid approval ratings from Inds and soft Democrats, and even a slim plurality of base Democrats approve of his job performance.

*McDonnell Approval by Party*



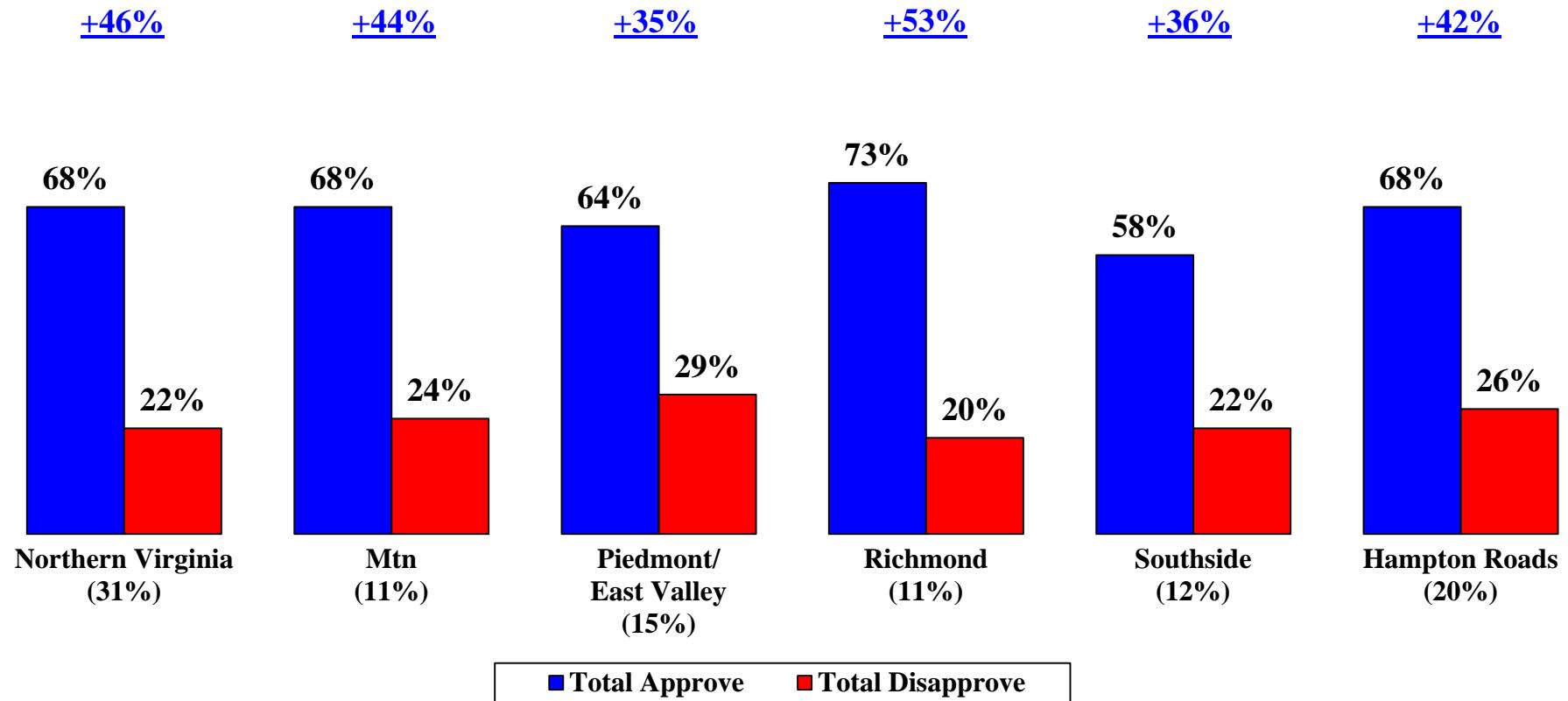
# McDonnell's approval rating is strong across all media markets.

*McDonnell Approval by DMA*



# McDonnell's “lowest” approval rating is 58%, in the Southside region.

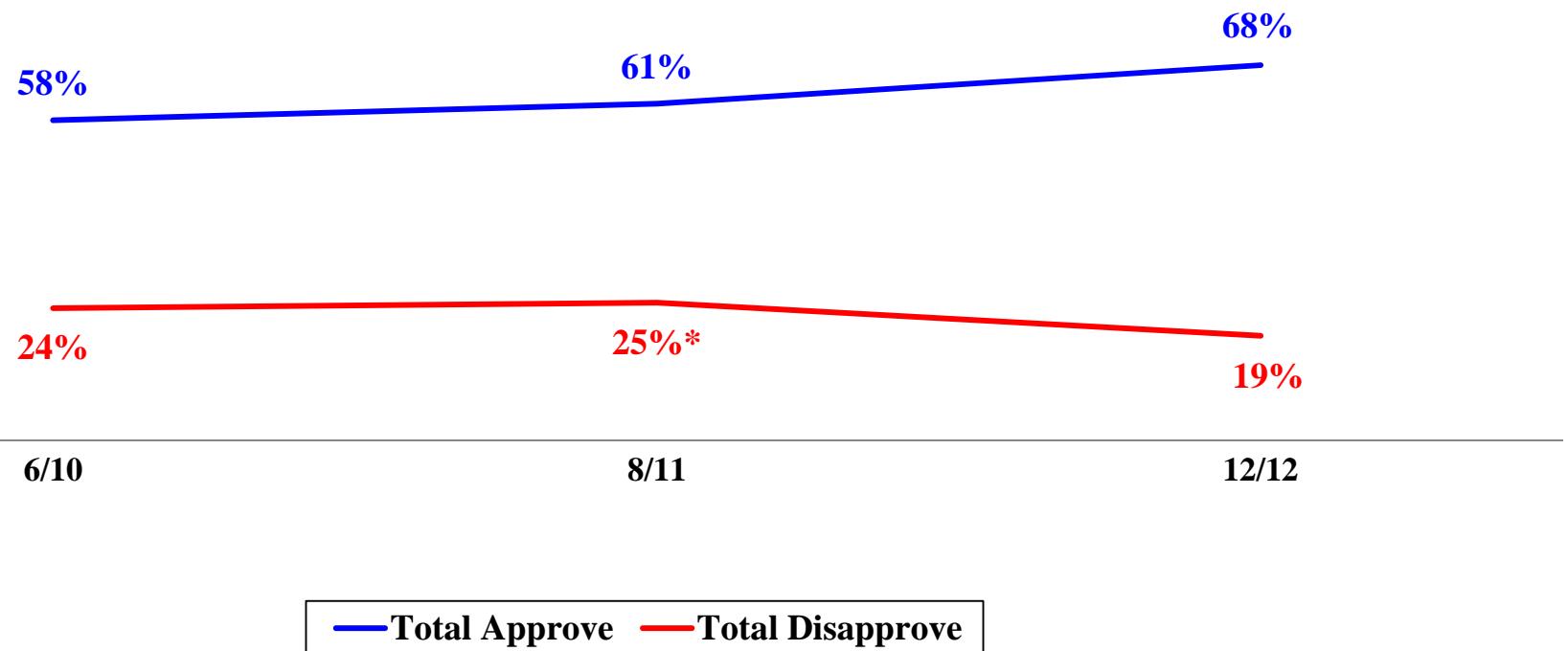
*McDonnell Approval by Region*



# Virginians overwhelmingly approve of the Governor's efforts to attract jobs and businesses to the state.

*“Do you approve or disapprove of the job Bob McDonnell is doing in bringing new jobs and businesses to Virginia?”*

Strongly Approve:	26%
Strongly Disapprove:	7%



\*Denotes Rounding



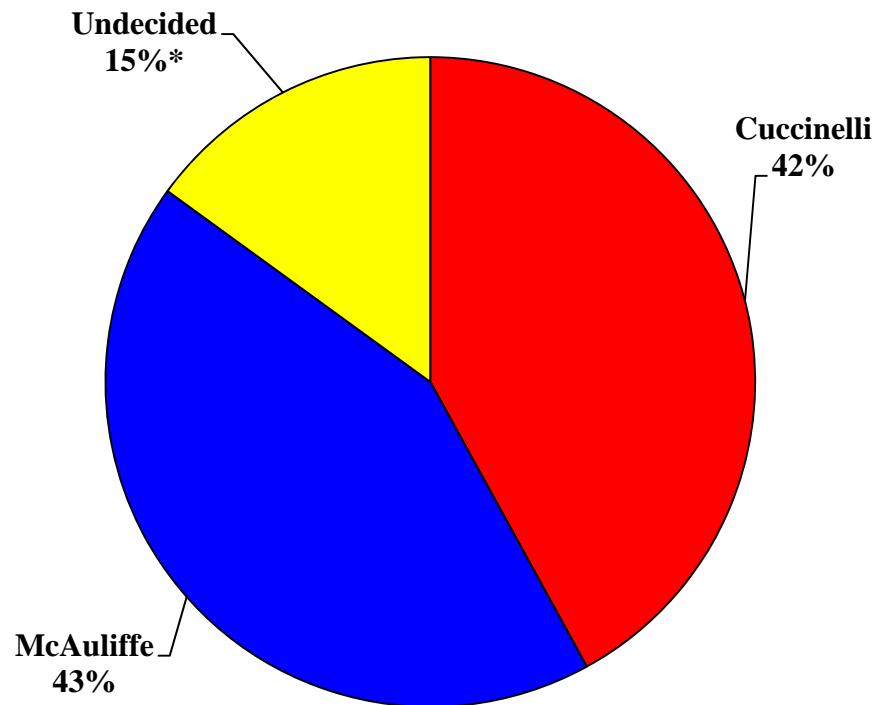
# Ballot Test



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# The Gubernatorial ballot test is a statistical tie, with about 15% of voters undecided.

*“If the election for Governor were being held today, for whom would you vote if the candidates were...  
Ken Cuccinelli, Republican, and Terry McAuliffe, Democrat?”*



\*Denotes Rounding